



2011 WEBINAR TRAINING

WIC and Senior Farmers' Market Nutrition Program (FMNP/SFMNP)

for Market Managers and Local Agency Staff

California Department of Public Health WIC Program
California Department of Food and Agriculture



WELCOME TO THE FARMERS' MARKET TRAINING

Telephone Call in #: 1-877-660-5510

Attendee Access Code: 4902726

- Please MUTE or UNMUTE your telephone by pushing *6
- Please do not use your telephone's HOLD button to mute your telephone.
- For Technical Difficulty, please call

916-928-8513



WELCOME

CDPH WIC Staff



Paula Griffin, RD, MPH
Chief, Local Agency Support Section III



Irene Ng, MS
State FMNP Coordinator

CDFA Senior Staff



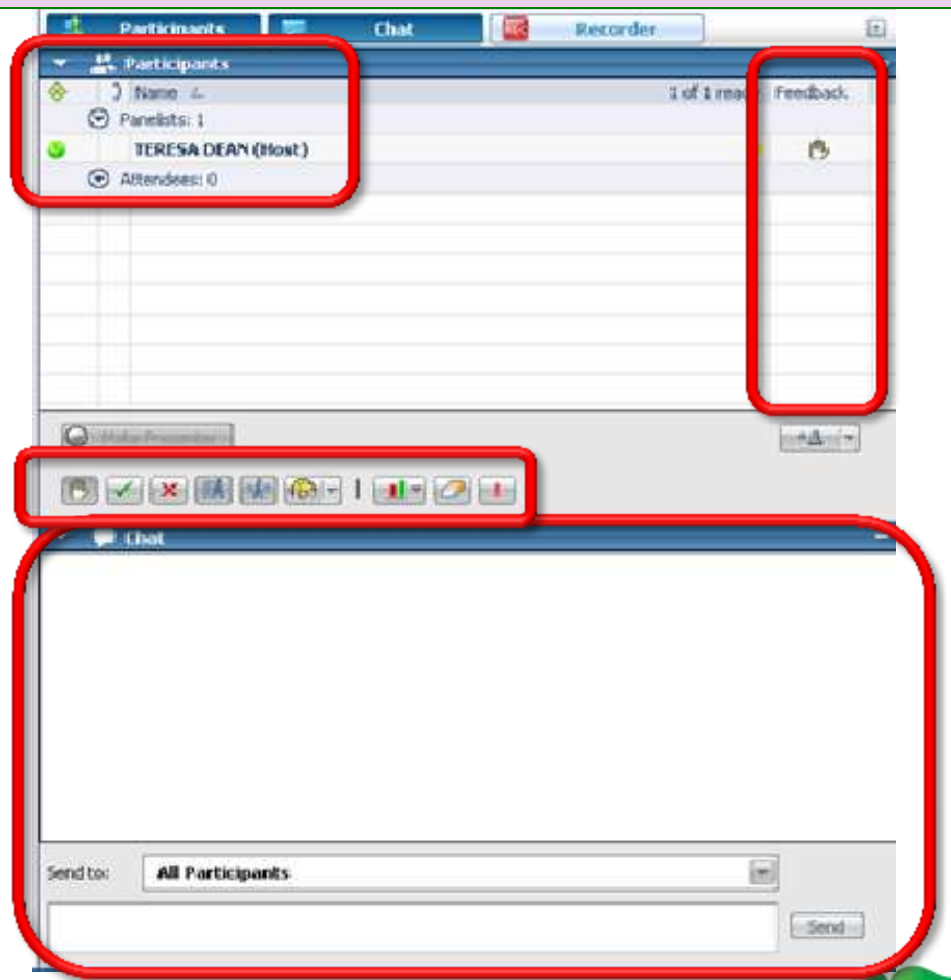
Monica Pedigo
Senior Farmers' Market Nutrition Program
Coordinator



Kathy Alameda
Senior Farmers' Market Nutrition Program

WEBINAR FEATURES

- Participants
- Chat
- Feedback



TRAINING OUTLINE

- About this training
 - Who should attend this training?
 - Why do this training?
 - What are the contents and objectives?

ABOUT THIS TRAINING

Who should participate in this training?

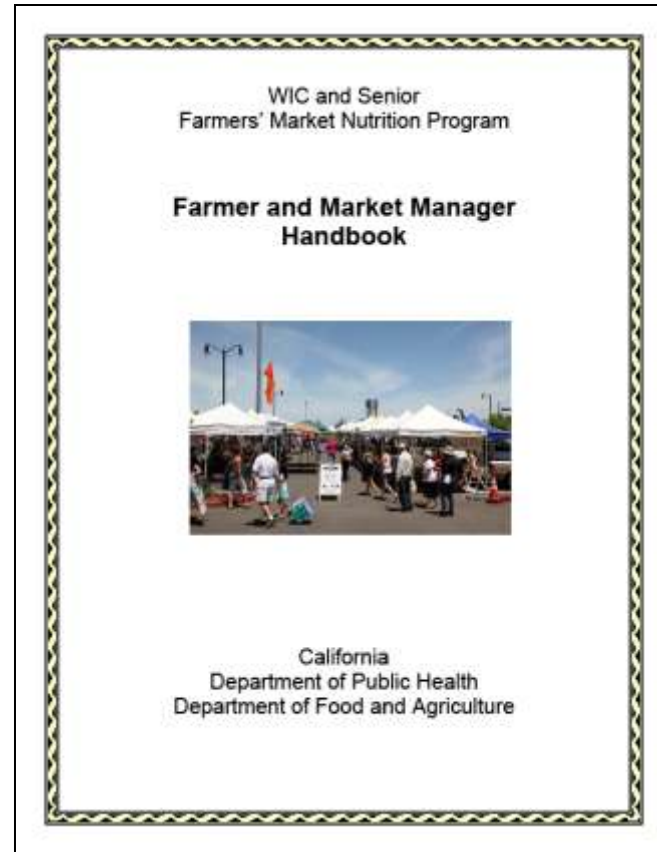
Market Managers
and staff who :

- are new to the FMNP
- will be training farmers
- would like an update



WHY DO THIS TRAINING?

By attending this training, you will understand the **state and federal FMNP requirements**. You will be equipped with the **knowledge and tools** to train farmers and their employees.



WHAT IS INCLUDED IN THIS TRAINING?



Part 1 - Farmer Training

Section A:

Overview and Introduction to WIC
and Senior FMNP

Section B:

Accepting and Processing FMNP
Checks correctly

WHAT IS INCLUDED IN THIS TRAINING?

Part 2 - Training Tool Kit

Section A:

Using the Farmer Training Tool kit

Section B:

Record keeping and documentation





PART 1: SECTION A

OVERVIEW AND INTRODUCTION TO FMNP AND SFMNP

PART 1: FARMER TRAINING

By the end of this training, you will have learned:

- the goals of FMNP
- the achievements in California
- the program requirements for farmers
- how to transact checks correctly
- how to participate in FMNP



GOALS OF FMNP

The FMNP was established by Congress in July 1992, to provide fresh, nutritious, unprepared, locally grown fruits and vegetables through farmers' markets to WIC families and Seniors, and to expand the awareness, use of, and sales at farmers' markets.

~ USDA Farmers' Market Nutrition Program Fact Sheet



CALIFORNIA FMNP FACTS

- FMNP is seasonal - **May through November.**
- Each eligible participant receives a benefit of **\$20 FMNP checks per year**
- In 2010, CA received **\$2.5 million** in USDA funds for WIC FMNP and **\$750,000** for Senior FMNP

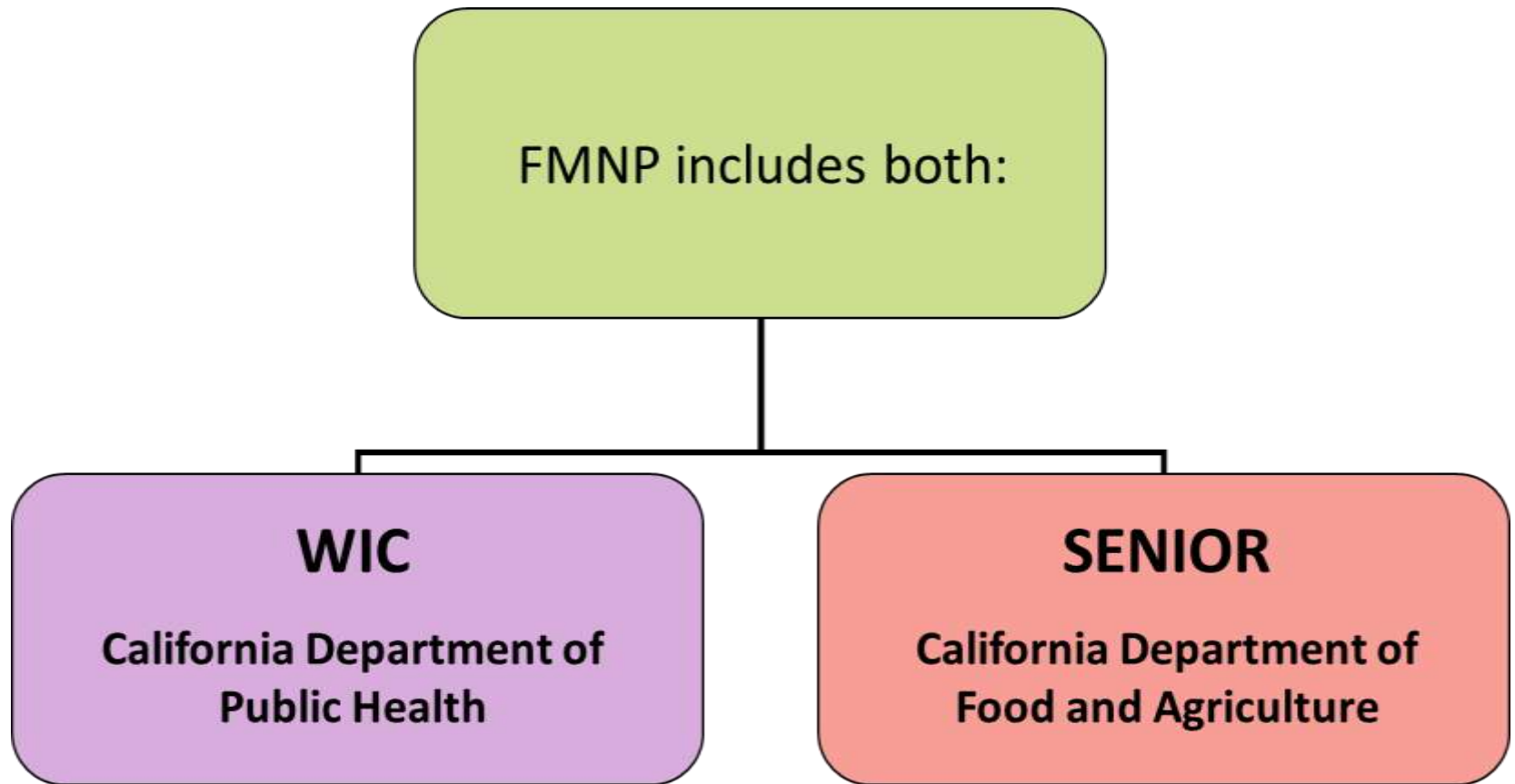


CALIFORNIA FMNP FACTS

	2009	2010	Change +/-	% Increase
Authorized farmers	839	1100	261	31%
Authorized Farmers' Markets	390	435	45	12%



ABOUT THE FARMERS' MARKET NUTRITION PROGRAM (FMNP)





END

State Treasurer's Office
pays banks.



Banks
Route FMNP checks to the California State Treasurer's Office for payment.



Start Here



CDPH /CDFA
issue FMNP checks to local agencies



Local WIC Agencies and AAA
Distribute checks to eligible participants.



WIC families and Seniors
Take checks to authorized Farmers' Markets



HOW ARE CHECKS DISTRIBUTED AND PAID?

Farmers' Markets

Authorized Farmer-Vendors accept checks and deposit in local banks.



Families grow healthy with WIC



WIC FARMERS' MARKET NUTRITION PROGRAM



WHAT ARE WIC BENEFITS?

Food Vouchers:

- Monthly Benefits



- Grocery Stores

- Seasonal Benefits



- Farmers' Markets



TWO WIC CHECKS: SPOT THE DIFFERENCE!

Fruit & Vegetable Check
(green): (mostly \$6, \$8, \$10)

FMNP Check (purple): (\$4)

Authorized Grocery Stores
+ **Select Farmers' Markets**
(As of Feb 2011, can only be used at 17
CFMs statewide)

Only for authorized Farmers'
Markets
(Accepted at over 400 CFMs)



Families grow healthy with WIC

WIC FMNP CHECKS



	2009	2010
Number of WIC Participants	160,750	149,200
No. of Local WIC Agencies	74	74
Statewide redemption	67%	64%

SENIOR FARMERS' MARKET NUTRITION PROGRAM (SFMNP)



CDFA MISSION STATEMENT



“To help the Governor and Legislature ensure delivery of safe food and fiber through responsible environmental stewardship in a fair marketplace for all Californians.”

SENIOR FARMERS' MARKET NUTRITION PROGRAM (SFMNP)

The SFMNP is a program under the Food Stamp (SNAP) act of 1977 by the United States Department of Agriculture (USDA) to:

- Provide low-income seniors the ability to purchase fresh fruits, vegetables, herbs **and honey** at Certified Farmers' Markets (CFM).
- Increase consumption of agricultural commodities by expanding or aiding in the expansions of CFMs.
- Develop or aid in developing new and additional farmers markets.

WHO QUALIFIES FOR SFMNP?

Seniors

- 60 years of age.
- Income at or below 185% of federal poverty guidelines.



SENIOR FMNP CHECKS



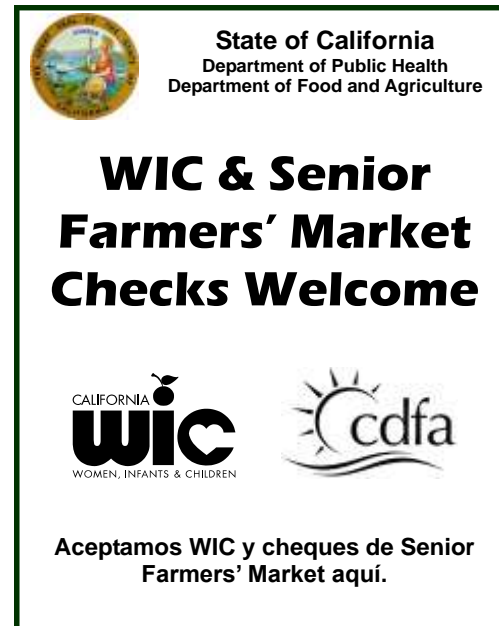
	2009	2010
Total Senior FMNP funding	\$800,000	\$830,000
Number of Seniors	40,600	42,750
No. of Area Agency on Aging (AAA)	32	32
Statewide redemption	80%	83%

ABOUT THE SENIOR FMNP



The Senior FMNP provides **fresh fruits, vegetables and honey** to lower income seniors, supports local farming, and provides **social opportunities for seniors** to be involved in their communities.

WIC Farmers' Market Nutrition Program (CDPH) partners with the **Senior Farmers' Market Nutrition Program (CDFA).**



HOW TO APPLY AND PROGRAM REQUIREMENTS



WHO IS ELIGIBLE?

- Certified Producers with a valid Certified Producer's Certificate from the local County Agricultural Commissioner
- Local certified growers or farmers
- Local certified Beekeepers
- Certified Producers who sell at WIC authorized farmers' markets

This is a dual application and dual certification process.

WHO IS *NOT* ELIGIBLE?

- Wholesale or retail farmers
- Farmers who sell only at non-certified farmers' markets or road side stands
- Grocery store owners
- Disqualified or suspended farmers

HOW TO PARTICIPATE

Application Process for Farmer-Vendor

Step 1. Get the Farmer-Vendor Application form.

Online at www.wicworks.ca.gov or by calling (916) 928-8513

Step 2. Attend a training if new to the program

Contact your Market Manager or a Local WIC agency

Step 3. Complete and mail the application to the State

Both the farmer and a WIC-authorized Market Manager must sign and date.

Farmer-Vendor Application Form

HOW TO PARTICIPATE

Application Process for Market Manager

Step 1. Get a Market Manager Application form.

Online at www.wicworks.ca.gov or by calling (916) 928-8513

Step 2. Attend a training if new to the program

Contact a Local WIC Agency or State WIC office.

Step 3. Complete and mail the application to the State

Market Manager Application Form

WHAT FOODS ARE ALLOWED?

WIC FMNP

- Fresh Fruits
- Fresh Vegetables
- Fresh Cut Herbs



Senior FMNP

- Fresh Fruits
- Fresh Vegetables
- Fresh Cut Herbs
- Raw, unprocessed honey



WHAT IS *NOT* ALLOWED?

WIC and Senior programs:

- Processed food
- Nuts
- Dried food
- Milk, eggs, cheese
- Seafood or meats
- Baked goods
- Plants
- Flowers
- Non-food items, such as crafts.



WHAT IS *NOT* ALLOWED?

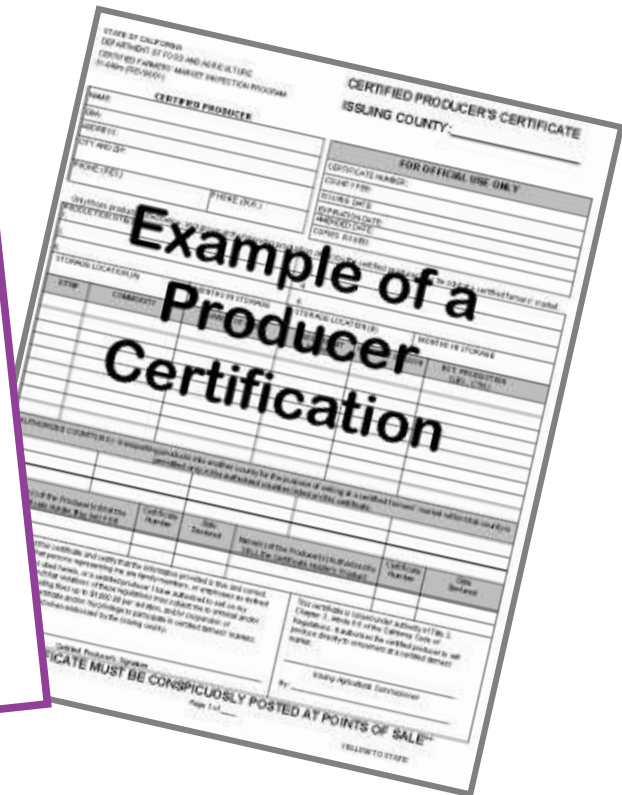
Produce grown by
someone else or
grown outside of
California is not
allowed



WHAT ARE THE FMNP REQUIREMENTS FOR FARMERS?

- Receive a face-to-face or interactive training when applying for the first time
- Accept FMNP checks only after being authorized by the State
- Accept checks only at WIC-authorized Certified Farmers' Markets (CFM)

[illegible]



FMNP SIGNAGE MUST BE POSTED

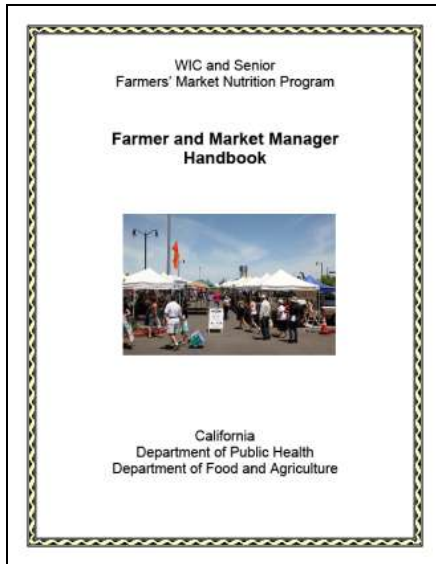


OTHER REQUIREMENTS

- Treat WIC families and Seniors like all other customers. Do not discriminate against the FMNP participants based on **race, color, national origin, age, gender, and disability.**
- Cooperate with State and local staff on site visits.
- Do not commit fraud or abuse

OTHER REQUIREMENTS

- Agree to all other terms and agreements in the **Farmer and Market Manager Handbook**
- Both farmer and Market Manager may be disqualified if violations occur



Important Note:

Farm owners are responsible for training all staff and employees working at the farm stall(s) on FMNP requirements.

HOW TO FILE A COMPLAINT



If you have a complaint, please contact the CDPH WIC farmers' market phone line at :

(916) 928-8513.

You may write to the following address:



Farmers' Market Nutrition Program
CDPH WIC Program
3901 Lennane Drive
Sacramento, CA 95834

Or send an email to: wicfmnp@cdph.ca.gov

SUMMARY

After reviewing this section, describe briefly how you and your employees will follow FMNP rules and regulations.



QUESTIONS & ANSWERS





PART 1: SECTION B

HOW TO TRANSACT FMNP CHECKS CORRECTLY



IN THIS SECTION, YOU WILL LEARN....

- 3 important things to know when accepting checks
- 2 easy steps to transact checks correctly
- Common mistakes and violations to avoid

THREE THINGS TO REMEMBER:

When accepting checks from clients:

- ☑ Accept checks only for **eligible foods**
- ☑ Ensure that check is not expired (use by **November 30**)
- ☑ Handle checks as **cash**. Lost or stolen checks will not be replaced.



ACCEPT THE RIGHT CHECK

Fruit & Vegetable Checks

- Do not accept unless you have attended a special training offered by the CDPH WIC staff.
- Penalty for unauthorized deposit



Farmers' Market Nutrition Program checks

- Follow the proper check handling guidelines



It is your responsibility to KNOW THE DIFFERENCE



2 EASY STEPS TO TRANSACT A FMNP CHECK

Step 1



**Stamp or write
6-digit WIC ID#**

Step 2



**Endorse the back
Take to bank**

STAMP THE CHECK

Stamp or write farmer's 6-digit WIC ID number in the white box

FACE 1-5

CALIFORNIA **wic** WOMEN, INFANTS & CHILDREN

Farmers' Market Nutrition Program

750- XXXXXXXXXX

90-1342 1211

First Day to Use: May 1, 2010 Last Day to Use: Nov. 30, 2010

SecureScan® - 15 (r. 5)

VOID

Pay to the order of: **WIC-Authorized Farmer**

Good only for fresh fruits, vegetables, and cut herbs.
Good only at WIC-Authorized Farmers' Markets, not valid at grocery stores.

\$4 Four Dollars

No Change Given

Farmer Vendor WIC ID Number:

Last day to deposit check: December 31, 2010

Lost or stolen checks will not be replaced. Check is payable through the California State Treasurer's Office.

FACE 1-5

WIC Check

STATE OF CALIFORNIA
2008 SENIOR FARMERS' MARKET NUTRITION PROGRAM CHECK

786- XXXXXXXXXX

90-1342 1211

- GOOD FROM MAY 1 THROUGH NOVEMBER 30, 2008
- Good ONLY AT California Certified Farmers' Markets APPROVED by WIC.
- Good ONLY to buy FRESH fruit, vegetables, and cut fresh herbs.

VALIDO DEL 1 DE MAYO AL 30 DE NOVIEMBRE 2008.

- Valido SOLO en los mercados de los Ganjeros de California APROBADOS por WIC.
- Valido SOLO para comprar frutas, verduras, y hierbas frescas.

Farmer: Validate by stamping your 6-digit Certificate number.

PAY EXACTLY \$2.00

No Change Given
No Valido Por Dinero
Payable Through the California State Treasurer's Office, Sacramento.

VOID

NOT VALID AT GROCERY STORES
NO VALIDO EN TIENAS DE COMIDA

Market Manager or Farmer must deposit by December 31, 2008.

Senior Check

Important Note:

Never leave the white box blank!
Do not use your Producer's Certificate number!

PLEASE NOTE:

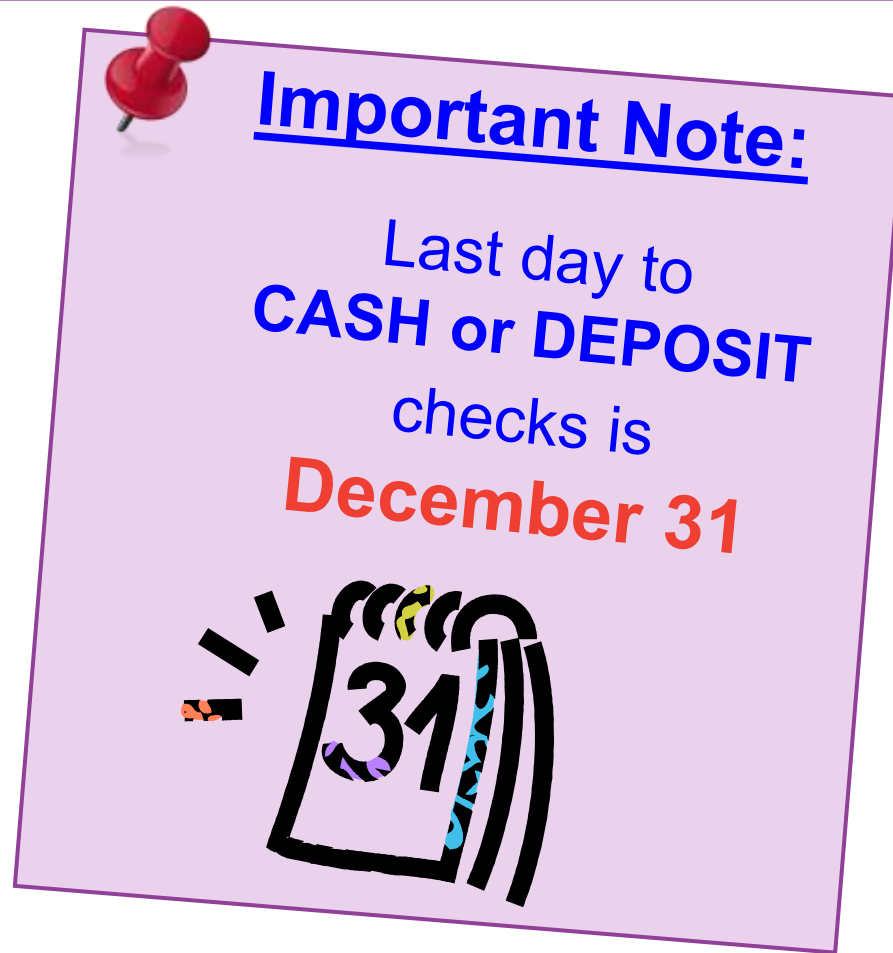
Important Note:

Last Day to
ACCEPT checks
for sales is
November 30



Expired checks should not be accepted

PLEASE NOTE:



Expired checks will not be paid.

WHAT TO AVOID WHEN ACCEPTING FMNP CHECKS

Do not:

- ☒ Accept checks for non-eligible foods
- ☒ Accept checks from out of state
- ☒ Charge State and local taxes on sale
- ☒ Accept check that has been tampered with or voided



WHAT TO AVOID WHEN ACCEPTING FMNP CHECKS

Do not:

- ☒ Give change back
- ☒ Exchange checks for cash
- ☒ Charge more to FMNP recipients than others

TOP 3 COMMON VIOLATIONS

1. No signage or incorrect signage posted
2. Accept FMNP checks prior to the State authorization
3. Cashing checks without a valid 6-digit farmer vendor ID

PROGRAM SANCTIONS FOR VIOLATIONS



Farmers who fail to comply with the FMNP requirements may be subject to sanctions (suspension, fine or both)

SUMMARY

After reviewing this section, how will you assure that farmers understand and follow the proper check handling process?



QUESTIONS & ANSWERS



WIC & Senior Farmers' Market Nutrition Program
FARMER TRAINING TOOL KIT



PART 2: SECTION A

USING THE FARMER TRAINING TOOL KIT

WHAT IS INCLUDED IN THIS SECTION

By the end of this section, you will have learned:

- the purpose of the Training Tool kit
- the contents of the Training Tool kit
- how to use the tool and resources
- how to document training

WHAT ARE MARKET MANAGER RESPONSIBILITIES?

- Receive training from the State or local agency on FMNP/SFMNP
- Provide FMNP training to new and existing farmers
- Ensure that all authorized farmers and employees comply with the FMNP requirements

Important Note:

Farmers new to the FMNP must receive a mandatory in person or interactive training before accepting checks

WHAT ARE MARKET MANAGER RESPONSIBILITIES?

- Verify and keep on file a copy of farmer's current Certified Producer's certificate (CPC)
- Post the FMNP sign at the information booth
- Follow the guidelines and requirements in the Farmer and Market Manager Handbook

WHAT IS THE PURPOSE OF THE TRAINING TOOL KIT?

A Farmer Training Tool kit is designed by the State for use by Market Managers and local agency staff :

- To train farmers and their employees on the WIC FMNP and SFMNP.
- To ensure consistency in the standards and format of FMNP training
- To provide guidance on record keeping and documentation of training

WHAT IS INCLUDED IN THE TOOL KIT?

For Training:

- Complete PowerPoint Presentation
- Quick Training Guide
- How to process FMNP checks correctly
- FAQs

WHAT IS INCLUDED IN THE TRAINING MANUAL?

For Reference:

- Training Log
- Complaint form
- Spot the Difference flier
- Fact Sheets
- WIC FMNP Participant Education Brochure

QUICK TRAINING GUIDE

What every authorized farmer needs to know:

- Post the signage
- Use the correct Farmer Vendor ID number
- Accept checks for allowed foods
- Treat checks like cash
- Follow all rules and regulations

Quick Training Guide
Farmers' Market Nutrition Program

Name: _____ Market: _____

- 1) Post the sign**
Display the "WIC and Senior Farmer's Market Checks Welcome" sign and your Certified Producers' Certificate.
- 2) Use correct 6-digit WIC ID**
Stamp or hand-write WIC ID number (not the Producer's certificate number) on front of WIC FMNP checks and hence FMNP checks before depositing in a bank.
- 3) Accept checks only for WIC eligible foods**
FMNP checks can be used to purchase fresh, unprepared fruits, vegetables and fresh cut edible herbs for WIC participants and Seniors. Refer to the WIC Approved Produce List for details. Honey is allowed only for seniors. DO NOT accept checks for processed, prepared foods or beverages.
- 4) Handle checks as CASH**
Checks cannot be given to participants. You may add extra produce to bring the sale close to the check value. Last day to accept checks is November 30. Last day to deposit the checks into the bank is December 31.
- 5) Comply with State and Federal regulations**
 - Accept FMNP checks only after being certified by CDPH WIC FMNP.
 - Accept checks only at WIC authorized certified farmers' markets.
 - Do not discriminate against the FMNP participants in price, quality of produce, or service.
 - Provide access and full cooperation to the State and County representatives during periodic monitoring visits.
 - Adhere to all FMNP program procedures and requirements and not commit fraud or abuse in connection with the USDA program.
 - Understand the farmer's market may be disqualified if FMNP program regulations are not properly followed.
 - Report suspected abuse or violation in connection with the program to the State WIC authority.

Trainer Signature: _____ Date: _____
Trainer Signature: _____ Agency: _____

CDPH
California Department of Public Health
1901 Lakeside Drive, Sacramento, CA 95834
Tel: (916) 923-8113 Fax: (916) 263-3314
WICFARM@cdph.ca.gov

Instruction to trainer: Sign and date the sheet. Give the original to the farmer you trained. Complete the training log.

HOW TO PROCESS FMNP CHECKS CORRECTLY

Stamp or write farmer's 6-digit WIC ID number in the white box

FACE 1-5

CALIFORNIA **wic** WOMEN, INFANTS & CHILDREN

Farmers' Market Nutrition Program

750- XXXXXXXXXX

90-1342 1211

First Day to Use: May 1, 2010 Last Day to Use: Nov. 30, 2010

SecureScan® - 15 (r. 5)

VOID

Pay to the order of: **WIC-Authorized Farmer**

Good only for fresh fruits, vegetables, and cut herbs.
Good only at WIC-Authorized Farmers' Markets, not valid at grocery stores.

Amount: \$4 Four Dollars

No Change Given

Farmer Vendor WIC ID Number: **123456**

Last day to deposit check: December 31, 2010

Lost or stolen checks will not be replaced. Check is payable through the California State Treasurer's Office.

FACE 1-5

WIC Check

STATE OF CALIFORNIA
2008 SENIOR FARMERS' MARKET NUTRITION PROGRAM CHECK

786- XXXXXXXXXX

90-1342 1211

- GOOD FROM MAY 1 THROUGH NOVEMBER 30, 2008
- Good ONLY AT California Certified Farmers' Markets APPROVED by WIC
- Good ONLY to buy FRESH fruit, vegetables, and cut fresh herbs

VALIDO DEL 1 DE MAYO AL 30 DE NOVIEMBRE 2008.

Valido SOLO en los mercados de los Ganjeros de California APROBADOS por WIC

Valido SOLO para comprar frutas, verduras, y hierbas frescas.

Farmer: Validate by stamping your 6-digit Certificate number.

123456

PAY EXACTLY \$2.00

No Change Given
No Valido Por Dinero
Payable Through the California State Treasurer's Office, Sacramento

NOT VALID AT GROCERY STORES
NO VALIDO EN TIENDAS DE COMIDA

Market Manager or Farmer must deposit by December 31, 2008.

Senior Check

Important Note:

Never leave the white box blank!

Do not use your Producer's Certificate number!



FAQ'S

Frequently Asked Questions (FAQs)

1. **Q:** Is training mandatory for all farmer and market manager applicants?

A: Yes, training is mandatory for farmers and market managers new to the WIC and Senior Farmers' Nutrition Program. A face-to-face or interactive training is required the first year of your application. After the first year, training may be received via other form of communication such as a newsletter, flyer, handbook or emails.

2. **Q:** Where can I get trained?

A: Contact a Market Manager of a WIC-authorized market for training. If your Market Manager is not available or can't provide the training, contact a nearby local WIC agency or the State WIC office.

3. **Q:** Where can I get a list of WIC-authorized farmers' markets?

A: Go to the California Department of Public Health WIC Program website at www.wicworks.ca.gov and look up "WIC Farmers' Market Nutrition Program" and "List of WIC authorized Farmers' Markets."

4. **Q:** How do I find a local WIC agency in my area?

A: To find a local WIC agency, go to the California Department of Public Health WIC Program website at www.wicworks.ca.gov and look up "Find a Local WIC Agency" under Program Information or call the State WIC office at (916) 928-8513.

5. **Q:** How long is the training?

A: The training may last 1 to 2 hours depending on the number of farmers and farmer's knowledge and familiarity of the WIC and Senior programs. Contact the market manager or local WIC agency staff for training details.

6. **Q:** As a WIC authorized market manager, am I qualified to train the farmers?

A: Yes, you are qualified and expected to provide training and support to farmers once your market is authorized. However, market managers must first attend and complete a State-sponsored training session. Also, the market/s you manage must be listed as WIC authorized markets before you can offer trainings to farmers. Please contact the State WIC office to request a FREE Farmer Training Toolkit before offering training.

Most commonly
asked questions
and answers
about FMNP
training, the
application and
authorization
process.



PART 2: SECTION B

RECORD KEEPING AND DOCUMENTATION

[illegible]

COMPLAINT FORM

Farmers' Market Nutrition Program Complaint Form			
Agency/ WIC Clinic Name (if applicable):		Date:	
Name / Location of Farmers' Market:		Your name:	
Address:		City:	Phone:
You are a: <input type="checkbox"/> WIC participant <input type="checkbox"/> Grower <input type="checkbox"/> Senior participant <input type="checkbox"/> WIC/AAA Staff <input type="checkbox"/> Market Manager <input type="checkbox"/> Other:			
Description of Complaint:			
Date of Incident:	Time of Day:		
Name or description of person(s) involved:			
Describe the incident in detail (use back page if needed):			
Follow-up action requested:			
Mail this form to: Department of Public Health WIC Farmers' Market Nutrition Program 3901 Lennane Drive Sacramento, CA 95834 Phone: (916)928-8513		Or give form to: Farmers' Market Manager Local WIC Clinic Staff Local Senior FMNP Coordinator	

SPOT THE DIFFERENCE

Use this flier to tell farmers the different types of WIC and Senior Checks they can and cannot accept

WIC and Senior Checks Spot the Difference!

WIC & Senior Farmers' Market Nutrition Program (FMNP) Checks (\$4 and \$2)

- Farmer-vendors can accept both WIC and Senior FMNP checks **only after authorization** from the State WIC Program is obtained.
- A **6-digit** WIC farmer-vendor identification number **must be used** on all WIC & Senior checks before depositing in the bank.
- Do not use the **Producer's certificate number** at any time.



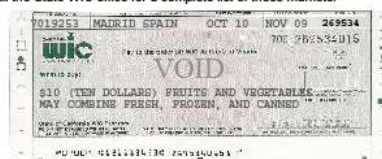
OK to Accept



NEW WIC Fruit and Vegetable Checks (\$6, \$8 and \$10)

- Only valid at grocery stores and at **select farmers' market sites**.*
- Do not accept** the new WIC Fruit and Vegetable checks until you attend a special farmer-vendor training by State WIC staff.
- Do not deposit** these checks **OR** you will be charged a bank fee.

* Call the State WIC office for a complete list of these markets.



DO NOT Accept!



For more information, visit the California WIC website at www.wicworks.ca.gov or call 916-928-8513 or email us at wicfmp@cdph.ca.gov
WIC is an equal opportunity program and employer.



FARMERS' MARKET BROCHURE

Where to use FMNP Checks

- FMNP checks can only be used at WIC authorized Farmers' Markets.
- See your WIC staff for a list of WIC authorized Farmers' Markets in your area.
- While shopping at Farmers' Markets, look for the WIC authorized sign (below).



Can Buy:

- ✓ Fresh Fruits
- ✓ Fresh Vegetables
- ✓ Cut Edible Herbs

(Organic is allowed)

Cannot Buy:

- ✗ Honey
- ✗ Eggs
- ✗ Nuts
- ✗ Flowers
- ✗ Baked Goods
- ✗ Processed Foods
- ✗ Dried Fruits (including raisins)
- ✗ Plants
- ✗ Meat/Fish

FARMERS' MARKET
Nutrition Program (FMNP)

A fun outdoor shopping experience for the entire family.



WIC
California WIC Program, California Department of Public Health
This institution is an equal opportunity provider. IC# 910001 (05/10)
Arnold Schwarzenegger, Governor, State of California
Marilyn Beebe, Secretary, California Health and Human Services Agency
Mark B. Barton, MD, MPH, Director, California Department of Public Health



IN CLOSING

After reviewing this section, how will you use the Tool Kit to train farmers and their employees at your market(s)?



QUESTIONS & ANSWERS



CONTACT US:

WIC Farmers' Market Nutrition Program

Irene Ng, WIC FMNP Coordinator

916-928-8513

wicfmnp@cdph.ca.gov

www.wicworks.ca.gov

Senior Farmers' Market Nutrition Program

Monica Pedigo, Senior FMNP Coordinator

916-651-7898

mpedigo@cdfa.ca.gov

www.cdfa.ca.gov



CLOSING



Thank you for attending!